



MARKED AGENDA

City of Scottsdale Tourism Advisory Task Force Regular Meeting Notice and Agenda

9:00 a.m., Wednesday, June 17, 2015
Arizona State University SkySong,
1475 North Scottsdale Road, Scottsdale, AZ 85257
Global Conference Room: 201

1. Call to Order/Roll Call/Introductions – 9:08AM

Chairman John Holdsworth

Vice Chairman Matthew Wright – **ABSENT**

Cory Baker

Kate Birchler – **STEPPED OUT 10:15-11:24AM**

Andrew Chippindall

Kathy Duley

Richard Hayslip

Taryl O'Shea – **11:05AM**

Susan Potje

Fred Unger

2. Public Comment

Citizens may address the members of the Tourism Advisory Task Force during “Public Comment.” This time is reserved for citizen comments regarding non-agendized items. However, Arizona State law prohibits the Tourism Advisory Task Force from discussing or taking action on an item that is not on the prepared agenda.

3. Approval of Minutes

Task Force discussion and possible action to approve the March 18, 2015 regular meeting minutes.

TASK FORCE MEMBER UNGER MOVED TO APPROVE THE MARCH 18, 2015 MINUTES. SECONDED BY MEMBER BIRCHLER. MOTION CARRIED BY A VOTE OF 9-0.

4. Draft General Plan 2035

Presentation and task force discussion regarding the 2035 General Plan.

Presenter: Sara Javoronok, Project Coordination Liaison



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING ROSE RIMSNIDER 480-312-2453 OR RRIMSNIDER@SCOTTSDALEAZ.GOV. REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE, TO ALLOW TIME TO ARRANGE THE ACCOMMODATION. FOR TTY USERS, THE ARIZONA RELAY SERVICE (1-800-367-8939) MAY CONTACT ROSE RIMSNIDER AT 480-312-2453.

5. [Supporting Downtown Business Activities](#)

Presentation and discussion and possible action regarding best practices and potential programs and strategies for supporting Downtown Scottsdale business activity in support of the Tourism Development Marketing Strategy plan.

Presenter: Danielle Casey, Economic Development Director

6. [Destination Event Marketing Analysis and Fundraising Feasibility Analysis](#)

Presentation and task force discussion and possible recommendations regarding Phase I of the Destination Event Marketing Analysis and Fundraising Feasibility Analysis.

Presenter: Duncan Webb and Christine Ewing, Webb Management Services

THIS ITEM WAS REMOVED.

BREAK

10:02AM-10:22AM

7. [AZ Central Project](#)

Presentation and task force discussion and possible recommendations regarding the AZ Central project.

Presenter: Diane Reicher Jacobs, Principal, Holly Street Studio

Staff Contact: Steve Geiogamah, Dan Worth, Executive Director Public Works

8. [Tourism Development and Marketing Strategic Plan- Year 2 Engagement Plans](#)

Task Force discussion and possible recommendation regarding the TATF YR 2 Work plans, with a focus on moving forward initiatives.

Moderator: Valeri LeBlanc, PLACES Consulting

9. [Tourism Plan Priority Year 3](#)

Task Force discussion and possible recommendation regarding the prioritization of the Tourism Development & Marketing Strategic Plan – Year 3

Moderator: Valeri LeBlanc, PLACES Consulting

10. **Identification of Future Agenda Items**

The public body may not discuss, deliberate, or take legal action on any matter in the “Identification of Future Agenda Items” unless the specific matter is properly noticed for legal action.

11. **Adjournment – 1:13PM**

Next scheduled meeting is September 16, 2015



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